ABSTRACT OF THE DISCLOSURE

A technique for generating a web site in accordance with received data entry by: presenting a prompt for data entry; receiving a data entry in response to the prompt; presenting at least one additional prompt for data entry that is determined at least in part

5   based upon the received data entry; receiving an additional data entry in response to each of the at least one additional prompts; determining at least one characteristic of at least one web site dimension of the web site based on the data entry; generating a multi-dimensional description of the web site based on the determined characteristics; retrieving web site data according to the generated multi-dimensional description of the web site; and generating the

10   web site based upon the generated multi-dimensional description of the web site and the retrieved web site data.

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